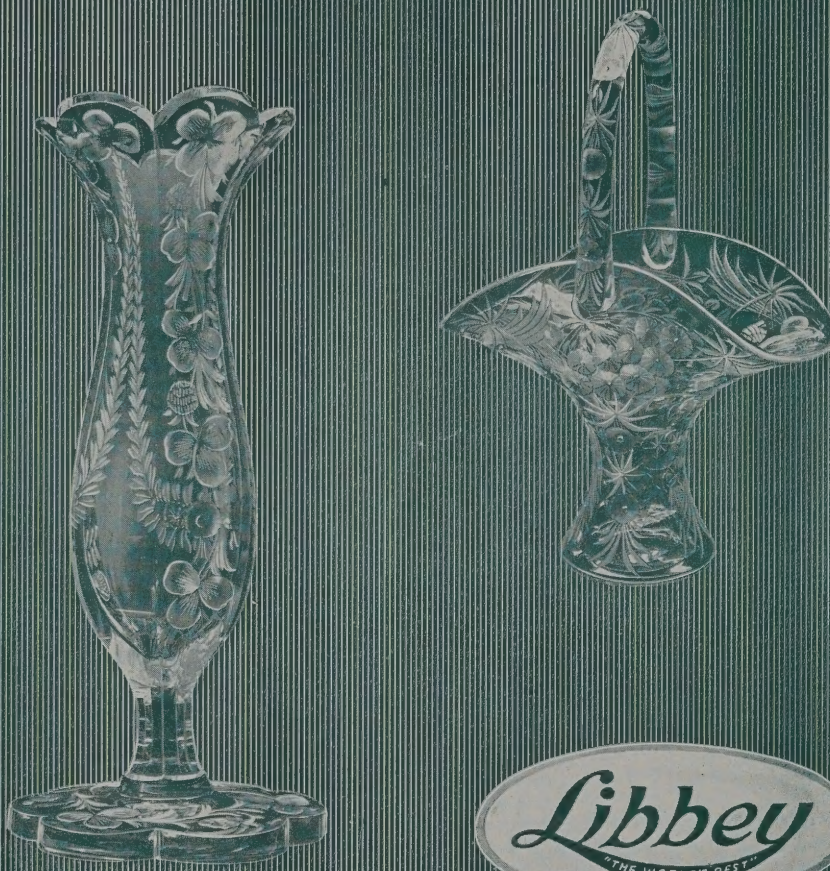


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POTTERY & GLASS



HUOTT PUBLISHING COMPANY
395 FOURTH AVENUE, NEW YORK



YOUR customers appreciate the value of Libbey reputation. Do you make the most of it?
Display Libbey Cut Glass, Talk about it. You will find your patrons immediately responsive.
Saleroom at Factory
THE LIBBEY GLASS CO., TOLEDO, OHIO.

Haviland China

is stamped:

Haviland
France

Additional stamp on decorated china:

Haviland & Co.
Limoges

Note Our New Address

Haviland & Co.

11 EAST THIRTY-SIXTH STREET



NEW YORK





Look for the well known marks
that mean
**QUALITY,
INDIVIDUALITY
& PERFECTION**



The New Creations in
The Celebrated Limoges China

From the factory of CHARLES AHRENFELDT, Limoges, France

and **The Art China**

From the V. SCHIERHOLZ'SCHE PORZELLANMANUFACTUR, Plaue-Thuringia

Are pronounced by leading merchants to be the best ever produced in their respective fields

An inspection is cordially invited



HERMAN C. KUPPER

50-52-54 MURRAY STREET, NEW YORK



*A Seller
At Sight*

**Our New
Alvetta
Design**

Is a Winner

It will appeal to your customers and bring in big business. Order now and get something that is really new. Made in many attractive shapes and sizes.

Copyright has been applied for the ALVETTA and you can get it only from us. Write today for particulars and prices.

KIEFER BROS.
805 Lexington Ave., BROOKLYN, N. Y.

Martin China
Limoges, France

Gustafsberg China
Sweden

Reijmyre Glassware
Sweden

Kosta Crystal
Sweden

*The new samples will be ready
for the inspection of the
trade Sept. 15th*

When you are in New York TAKE THE FIFTH AVENUE AUTOBUS, get off at Washington Square and come to look at them. Your fare will be well spent.

J. H. VENON, SOLE AGENT

43 to 51 W. Fourth Street
Cor. Washington Square New York

Reinhold Schlegelmilch

FACTORIES AT

Suhl, Thüringen—Tillowitz, Silesia

New York Office and Showroom, 73 Fifth Avenue at Fifteenth Street

OUR New York Showroom will be opened on October 15th at the above address with an extensive line of exclusive and entirely new goods.

More than 6,000 square feet of floor space will be devoted to the display of the goods produced at our two factories.

We extend to the trade a cordial invitation to call and inspect our lines.

Reinhold Schlegelmilch

Suhl, Thüringen—Tillowitz, Silesia

B. Tomby

Sole Representative for
U. S. and Canada

FINE TABLE GLASSWARE

No illustration
can do justice
to this line.
It must be seen.

A complete
assortment of
new goods.



Is always on
view at our
various
salesrooms.
It is there
for your
convenience.
Call and see
it.

THE DUNCAN & MILLER GLASS CO.

MANUFACTURERS OF FINE TABLE GLASSWARE

Washington, Pa.

SALESROOMS:

PAUL JOSEPH, 64 Park Place, New York
JOSEPH TOMKINSON, 213 Commercial
Building, Philadelphia

GREEN & THOMAS, 33 So. Charles St., Baltimore
MARSH & KIDD CO., 617 Mission St., San Francisco

IT'S THE QUALITY THAT MAKES THE DIFFERENCE CENTRAL GLASS WORKS WHEELING, W. VA.

Manufacturers of LEAD
BLOWN, PRESSED AND
DRAWN STEMWARE,
BLOWN AND PRESSED
TUMBLERS, DECAN-
TERS, CARAFES, JUGS,
OILS, BLOWN TABLE-
WARE, ETC.

HOTEL, CLUB AND
CAFE GLASSWARE.



Our Specialty: DEEP
PLATE ETCHED MONO-
GRAM AND CREST
WORK. IF YOU WANT
REAL QUALITY GLASS-
WARE AT RIGHT
PRICES AND PROMPT
DELIVERIES, TRY US
AND BE CONVINCED
YOURSELVES.

67-68 IN BLOWN COMFORT, OPTIC, ETC.

New York, A. P. DOCTOR, 66 West Broadway.
Philadelphia, THOS. DOWNS, JR., 610 Denckla Building.
Baltimore, GREEN & THOMAS, 33 South Charles St.
San Francisco, HIMMELSTERN BROS., 718 Mission St.
Pittsburg, ELKINS GLASS CO., 210 Fourth Ave.

*Branch
Offices*

Denver, BERSBACK, MALONEY & Co., 1517 Lawrence St.
Cincinnati, THOS. M. LEWIS, 437 Main St.
St. Paul, S. R. McMASTERS, 632 Endicott Building.
Buffalo, E. S. PEASE CO., 611 Main St.
Salt Lake City, MAUS-STEWART CO., 146 Southwest Temple

Please Mention POTTERY AND GLASS When Writing Advertisers

POTTERY & GLASS

VOLUME IX. No. 4.

NEW YORK, OCTOBER, 1912.

TERMS: \$2.00 per year in advance
25 cents per copy.

A Talk for the Young Salesman

A NUMBER OF GOOD PRACTICAL SUGGESTIONS THAT SHOULD BE OF GREAT INTEREST
TO THE YOUNG MAN ENGAGED IN ANY BRANCH OF SELLING

IF there is one thing more than another that will bring you success in your work, it is patient, persistent effort. Do not allow yourself to become discouraged when difficulties confront you. Why they exist, we do not know, but this we do know—no honorable success was ever gained in any line of work without great discouragement.

If you expect to achieve anything, you must reconcile yourself to the fact that success has a price and cannot be purchased for less than its value. All growth, all progress, all triumph over difficulties is elevating, both in the development of the individual and of the race. Circumstances and difficulties that oppose us and for a time hold the mastery, must at last yield to persistency, and, like a converted foe, contribute to the strength of what they once made weak.

The first duty of a salesman is to place his customer at ease. This will give an opportunity to form an estimate of his temperament and how he can best please him. The successful salesmen are familiar with all the short cuts, and thereby able to come to a conclusion, thus closing the order as soon as the desire is formed. Never talk too much. In describing an article a salesman should be accurate—neither too long nor verbose, but talking sufficiently and with enough explanation to remove any doubts or misgivings that might linger in his customer's mind. He should never allow his eloquence to cause his remarks to become irrelevant to the matter under discussion.

By classifying the people with whom he has to deal, the salesman will save valuable time and add greatly to the strength of his work. Much depends upon the disposition of the customer, his surroundings, and the time at his disposal. Of these things, the salesman must be judge. Tact and good judgment must in every instance be a guide to the man who essays to become successful in the dual occupation of educator and salesman. He can no more estimate the value of an order of a perspective customer than

he can calculate by looking at a handful of seed, which will grow, and which will not.

"Any system is better than no system," is an old but true saying. Every salesman should work to some prearranged plan. He should not depend upon chance or inspiration for his arguments, but should prepare them in advance, in order to be able to meet any objection or condition likely to arise in the sale. All our great lawyers and lecturers prepare their addresses and practice them until they are able to give a perfect delivery, thus possessing a freer use and a greater command of their faculties. Colonel Ingersoll did this, and he had no equal as an extemporaneous speaker. Success in any undertaking is usually the result of careful preparation. We must realize in this telegraphic age that people want crystallized facts.

Knowledge is essential at any price. Knowledge is such an advantage in driving a bargain and getting fortunes through the efforts of others, and we need it to protect ourselves. "Can't afford it" is one of the slogans of all the hosts of opposition that would impede. It has rung the death-knell of many a bright future, and with great propriety could be inscribed on the tombstones of nine-tenths of the people who have failed to realize the hopes and promises of young manhood and the ambitions of themselves and friends.

By acquiring one point a day, in a year's time you have added just three hundred and sixty-five points to your general culture, and just as you advance along the plane of intellectuality, just so you improve and advance in everything that makes you a better and a more intellectual man, in your own estimation, as well as in the estimation of your friends and neighbors. Consequently you are better calculated to advance and grow in your social relations, in your business, or in value to your employer. The cultivation of the mind is an obligation. It is a duty we owe ourselves to become familiar with the lessons and experiences of those who have gone before us and

prepared the road for individual success. A man may be a fine mathematician, but if he knows little else he can talk effectively only when mathematicians listen. He may be an expert penman, but other penmen, only, will take much interest in his well-shaped letters and figures. However, if a man is a good conversationalist, he always commands attention when he speaks. This means fascinating variety, style pleasing, every sentence telling, shooting with an aim, fixing facts in the mind as though they were arrows from the bow of an archer who never misses his mark. Good judgment is required, and well-informed minds are safest on such occasions. Life is too serious to neglect such opportunities as are offered for fitting ourselves for the pivotal points on life's battleground.

Education is acquired a little at a time, and as a man acquires, he grows, and as he grows his influence is more strongly felt, until by and by he becomes a power in the community in which he lives. You no doubt have noticed men in humble life break forth into unexpected success. Did you ever analyze the cause of their success, or how they came to be lifted above the heads of their former superiors? It is a simple question of knowledge and preparation. Those who have surprised us by sudden success have been preparing themselves quietly at home, and have taken advantage of the opportunities for the acquirement of knowledge and of the other people's experiences, and avoided their errors.

Nothing is more contagious than energy of character. In the presence of its possessor we feel as if we were breathing a spiritual ozone, alike refreshing and invigorating, or inhaling mountain air. On the other hand, what can be more depressing or deadening than the influence of a cynical, indolent or sceptical companion who has no faith in his fellow beings and conjures up obstacles to every enterprise, which are only the phantoms of his imagination. It is said that Napoleon the Third had a peculiar power, which was the exact opposite of that by which some men inspire all with whom they come in contact. His presence seemed to rob them of their ability and intelligence, and to destroy their self-possession. What can be more fatal to individuality, to force of character and to moral and intellectual growth than the benumbing, torpedo-like touch of such a man? Live with mean, low-minded persons, and your impulses will be mean. Live with persons of lofty character and your character will infallibly be ennobled, for is there anything more certain than that our characters are moulded and shaped for good or evil by all the men or women with whom we associate?

The apparel may not always proclaim the man, but it has a great deal to do with the way he is received by the public. No matter how well you may present yourself, if your appearance is against you, you will necessarily work to a disadvantage. Be a gentleman and look like a gentleman.

Finally, let every young man remember that the surest way of obtaining intellectual, as well as moral success, is by associating with the wise and good.

Pottery Trade Shows Increase in 1911

Government statistics show big increase in pottery production with a corresponding decrease in the brick and tile industry.

OF the two great divisions of the brick and tile and pottery industries the pottery trade showed an increase during 1911. The decrease in the brick and tile industry was \$8,613,675; the increase in the pottery industry was \$733,882.

The total value of all clay products marketed in 1911, according to Jefferson Middleton, in an advance chapter from "Mineral Resources" for that year, entitled "Statistics of the Clayworking Industries," just published by the United States Geological Survey, was \$162,236,181, a decrease of \$7,879,793 from the value of such products for 1910, when it was \$170,115,974.

Ohio led all the States in the value of its clay products in 1911, with \$32,663,895; Pennsylvania was second, with \$20,270,033; New Jersey third, \$18,178,228; Illinois fourth, \$14,333,011; and New York fifth, \$10,184,376. No other State had an output of clay products as high in value as ten million dollars. Of these five States only Ohio and New Jersey showed a gain in value of output over 1910, the increase in Ohio being \$1,687,573 and in New Jersey \$343,919.

The value of the imports of clay products in 1911 amounted to \$10,804,749, a decrease of \$548,592 from the value in 1910. Of these imports pottery formed the greater part in 1911, having a value of \$10,638,616, the remainder being divided among brick, fire brick, tile, etc. The pottery imports decreased \$492,542 and the brick imports \$56,050 from the imports for 1910.

The exports of domestic clay products were valued at \$3,665,720, an increase of \$1,021,118. Brick and tile exports gained \$661,441 and pottery exports

Pittsburgh's Old Bottles and Flasks.

IN the collection of old glassware in the Carnegie Museum, Pittsburgh, are a number of champagne bottles, relics of the early glass manufacturing days in the Smoky City. Andrew Jackson, Democratic President from 1828 to 1836, is pictured on one of them. The history of the bottle is not authentic, but it is supposed that many of them were made and sold during exciting campaign days. Probably the flasks, or the contents thereof, were better advertising than campaign buttons. They did not name cigars for popular favorites in those times—they sent their portraits to posterity imprinted on flasks and decanters. One of these, made in the early 50's, shows Jennie Lind, then in the height of her popularity. Grim old General Taylor, of "Never Surrender" fame, appears on another. The earlier ones are very crude. The "Father of His Country" is represented on one, and another is evidently an attempt to mold a bottle into the likeness of Uncle Sam. The picture of one of the early glass houses is presented on a bottle. It looks more like an old country school house than anything else.



Practical Advertising



A COMMON SENSE TALK
ON ADVERTISING AND AD-
VERTISING METHODS FOR
THE MAN WHO WANTS TO
MAKE HIS BUSINESS GROW

IT has already been stated in a previous article in Pottery and Glass that the main object of advertising is to help create sales, and on account of the importance of keeping this fact uppermost in the mind when planning advertising, it is again called to the attention of those who are following these articles with a sincere desire to gain information that may prove profitable to them. If you ask yourself the question, "How will this help make a sale?" before passing any piece of advertising you may save a pretty penny within a year's time.

There are several different styles of advertising which retailers of cut glass, fine china, and other table furnishings may use advantageously, but the style to be used must be selected because it attracts the class of customers the advertiser wishes to reach and not because it may happen to strike the fancy of the advertiser himself. The variety of the kinds of advertising appeals is limited merely to the different classes which a retailer may wish to reach. If a merchant desires to reach the ultra-conservative portion of the public the principal feature of his advertising must be quality with a disregard of price. The typography of advertising of this character should be conservative, with little display—more of the formal announcement than the ordinary advertisement. A plain statement of the characteristics of the articles advertised and the suggestion that they must be good because they are of the Blank grade of goods. There is in most cities of any size, one store at least of such a high grade, that its name back of any goods is guarantee of the best quality and these are the kind who can use this sort of advertising to advantage. It is pitiful to see the cheap advertising that some of these highest quality houses try to utilize. It is no more wonder that such advertising does not bring them results than that a formal advertisement would bring no returns to the five-cent store.

Another and a very popular and profitable style of retail advertising is the heart-to-heart talk kind. It is simply a good convincing talk on the merits of the goods and the value they are at the prices. "Of course these compotes are not the same as the ones we are selling at \$2.50, but they will add to the appearance of any dining-room and are great bargains at \$1.50—this is the sort of talk used in the Wanamaker style of advertising. Everything seems good; some things better than others which cost less, but the reader

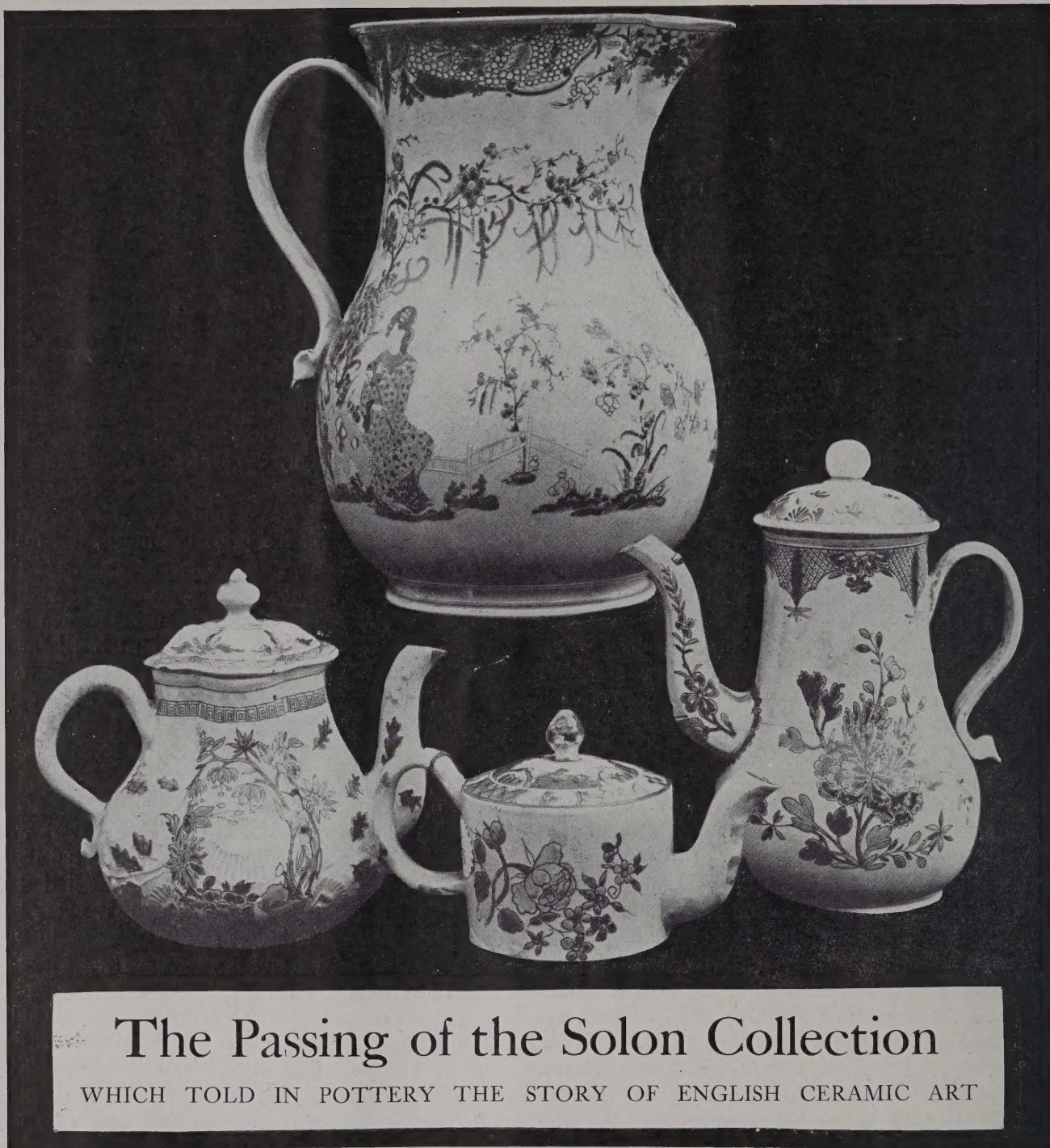
is convinced that every article advertised is worth the price placed on it. This advertising looks easy to write, but it is very difficult. It takes a man who is in hearty sympathy with his work and a thorough believer in the goods he is advertising. The heart-to-heart talk style can be used in a small space just as well as in the page, only that one thing should be discussed instead of a dozen. If you are using only small space take one article for each day you advertise. Don't try to impress the price too much, but make your talk a combination of quality and price. If this sort of advertising is absolutely honest and backed up by the goods it soon makes such an impression that the public accepts what you say in your advertisement without doubting any part of it. It covers a wide range of buyers, but appeals mostly to people of common sense, who are merely looking for a dollar's worth for a dollar and are inclined to believe that they are lucky if they get that.

The flaring or sensational advertising is very popular with retailers who want to reach the buyers who are continually on the lookout for bargains and those who will buy what they don't absolutely need if they can be made to believe they are getting it at a very low price. In this style, the consumer is urged to buy and emphasis without end is placed on the bargains offered. Writers of sensational advertising indulge in exaggerated statements which seem necessary to influence the buyers of the class to which this advertising appeals. Many retailers who use this kind of publicity give very good values, but they find it hopeless to try to induce the buyers to come to their stores by any other methods than sensational advertising. Very frequently they select what is known as a "leader," which may be a very good article offered at a low price. This brings people to the store and the result is sales of other articles.

In selling pottery to the middle class a semi-sensational advertisement will bring big returns. A good illustration with the price conspicuously shown and brief description of the merits of the article produces many sales. In cut glass advertising, nowadays, it seems that to reach any but the conservative class it pays to specialize. To pick out certain pieces and give the price invariably attracts attention to what is advertised.

The bombastic advertisement has a distinct place

(Continued on page 18.)



The Passing of the Solon Collection

WHICH TOLD IN POTTERY THE STORY OF ENGLISH CERAMIC ART

WE are pleased to be able to reproduce in this issue a few of the choicest pieces from the Solon collection which will be sold at Hanley, England, by Messrs. Charles Butters & Sons. This collection comprises the most wonderful series of pre-Wedgwood pottery ever gotten together and illustrates the rise and development of the early ceramic art in England. It includes examples of slip decorated ware, stoneware, Elers and stamped ware, white and enameled salt glaze, early cream color, colored glazes of the Whieldon period, and early printing. All of the pieces illustrated in "Art of the Old English Potter," a ceramic book by Mr. Solon, will be offered, and also some stoneware pieces which appear

in the "Art Stoneware of the Low Countries and Germany." The photographs reproduced herewith show two teapots, a coffee pot and pitcher in enamel salt glaze, the work of two clever Dutchmen who settled in Hot Lane, Burslem; a Tyg, nine inches high, ascribed to Wrotham and dated 1690, and a slip jug, in imitation of T. Toft, dated 1704. We repeat that it is probable that such an opportunity may never occur again to obtain specimens from such a unique collection, and the prices which will prevail at this sale will indicate the great interest taken in the fictile arts by those who are wrapped up in the products of the potter's wheel. The illustration of the Tyg and slip jug appears at the top of page 12.

Practical Law for the Buyer and the Seller

SOME THINGS A MAJORITY STOCKHOLDER IN A CORPORATION MAY NOT DO

WRITTEN BY ELTON J. BUCKLEY.

The letter printed in the centre of this page, which comes to me through a New York paper, suggests and is the text for an article on "Some Things a Majority Stockholder in a Corporation May Not Do."

I am sure that this correspondent will not object to having his letter made a subject of this article, particularly as I can answer him much more fully so than I could by letter.

The minority stockholder of a corporation is in many things absolutely helpless as against the majority, but not quite in all things. He cannot complain against the acts of the majority stockholders or the directors unless such acts are ultra vires (outside the legal power of the corporation), or are illegal or fraudulent. If the acts of the majority fall within any of these descriptions the minority has a remedy against them.

This doctrine is founded on the principle of law that the person who buys stock in a corporation takes it with the knowledge that every corporation is controlled by a majority, and that at any moment a majority of stockholders or directors may combine against him.

This principle is carried pretty far. In the case of Trimble vs. The American Sugar Refining Co., a New Jersey case, and the case of Kuhn vs. the Woolson Spice Co., an Ohio case, suit was begun in each case by a minority stockholder who charged that the directors were selling the corporation's products below cost, and that this was rapidly undermining the assets. The court held that the directors had a right to do this if they chose, and that a minority stockholder could not interfere with them.

In another case a certain corporation found itself in rather bad shape, so far as its credit was concerned. It needed to borrow money and the only way it could get anybody to endorse its notes was to pay the endorser a bonus. A minority stockholder asked for an injunction on the ground that the directors had no right to spend the corporation's money in that way, but the court said they had—it was necessary to protect the company's credit and obtain funds to operate the business, and doing it in the way selected was within the discretion of the directors, and so warranted. And no action against them could be taken.

The above cases give some idea of the class of acts by the majority interests of a corporation, against which the minority is helpless. The other side of the matter is this: The majority interests of a corporation owe to the minority the duty of good faith. The law will not permit them to manage the corporation to their own advantage, and to the disadvantage of the minority.

For example, here are some of the acts which a minority stockholder can prevent the majority from doing:

He can enjoin (obtain an injunction against) the doing of acts outside of the company's legal power or scope, or acts that are actually illegal or fraudulent.

He can enjoin a complete change in the nature of the corporate enterprise. A man who invests money in the stock of a shoe manufacturing business is not required to submit to a change to a glass manufacturing business.

He can enjoin acts in violation of the laws against monopoly, provided such acts injure him personally. He cannot sue merely because they injure the public.

He can enjoin or punish the wrongful conversion of corporate funds.

He can enjoin the voting of excessive salaries to members of the majority interest.

He can enjoin the purchase of property at obviously excessive prices.

He can prevent the sale of all the corporate property, if the company is solvent and prosperous. Not so if the company is insolvent, however. In that case the directors have the authority to wind it up. Nor can a minority stockholder prevent the sale of a part of the corporate property if there is no fraud.

He can enjoin the sale of corporate property to the majority at an inadequate consideration.

He can compel the declaring of dividends, but only in certain cases. A wide latitude is given directors as to declaring dividends or failing to declare them. If they are acting honestly and on their best judgment in refusing to declare dividends, they will not be interfered with. But if guilty of fraud, or bad faith, in

I am a minority stockholder in the corporation whose name appears upon the letterhead on which this letter is written. You see it is a wholesale concern and is doing a good business and making money. At first it was a partnership, and I was one of the four partners. When it was a partnership the interests varied somewhat, but when we incorporated, we each put in the same. We four constitute the Board of Directors, but I amount to nothing, as the other three have combined against me and run the business to suit themselves. They are all members of one family, while I am the only outsider. The others have voted themselves bigger salaries than their positions are worth, and they have also moved to do some things about the management of the business which I think is a mistake. The result of this is that friction is developing and I am not at all contented. While I work in the business and draw my regular salary, I feel as much of an outsider as if my money was not invested in the business. Several months ago I read an article by you in which you said that a minority stockholder of a corporation was almost at the mercy of the majority. Please consider what I have said, and advise me whether I have any redress or any remedy.

(Continued on page 22)



A Tyg, nine inches high, ascribed to Wrotham, and dated 1690, and a slip jug, in imitation of T. Toft, dated 1704, from the Solon collection.

N. Y. Industrial Exhibition A Success

Thousands viewed working displays from cut glass, brass and art glass factories at the Greenhut-Siegel-Cooper store

DURING the past month The Greenhut-Seigel-Cooper Company successfully conducted an "Industrial Week Exposition" that, while not entirely new, showed the many possibilities of modern advertising schemes. The plan was well worked out, and especially where it related to the pottery, glass and brass trades was exceptionally good. The manufacture of cut glass, art glass domes and brassware was shown in detail as near to factory conditions as possible, and each exhibit was well crowded all day long with interested visitors to the store. The cut glass exhibit of the United Cut Glass Company showed two frames in operation, the men working on water jugs and large flower vases. This booth was continually surrounded with open-eyed onlookers, many of whom purchased cut glass articles before leaving the store. Of the other exhibits those of the Imperial Art Glass and Lamp Works and Faber's Art Brassware were the most interesting and educating.

Pottery Trade Brisk in Germany

ORDERS received by the factories in his consular district thus far this year, writes Consul General Frank Dillingham from Coburg, Germany, are said to be very satisfactory and indicate a considerable increase in the amount of business that will be done in porcelain during 1912. It is claimed, however, that the present high customs duties seriously interfere

with the exportation of the finer qualities of porcelain to certain countries, so that in many cases only white porcelain is now sold. This porcelain is afterwards decorated in the country to which it is shipped.

Trade in china tableware is good, although the United States thus far has been a small purchaser, as it always has been in presidential election years. French buyers, however, have placed large orders, in spite of the fact that the ceramic industry is now very highly developed in France itself. A branch factory of the celebrated French porcelain firm of Haviland & Sons, of Limoges, was established near Coburg last year and is said to be building up a large and profitable business; but as the designs and quality of the work turned out by the Thuringian porcelain factories are of a very high order and improving every year, the local demand for it naturally increases, while that for French porcelain decreases accordingly.

South American Wants North American Goods

IN a recent issue of the Daily Consular and Trade Reports a business man, who states that he is well acquainted with the glass business and glass importers in certain South American countries, has informed an American consular officer that he would like to be placed in touch with American manufacturers of glass, such as plate, mirror, art, frosted, ornamental, etc., who desire representation in those countries. Correspondence should be addressed to this individual in care of the officer forwarding information and may be in English. For further information address the Bureau of Foreign and Domestic Commerce, Washington, D. C., giving file No. 9507.

Pointed Paragraphs for the Business Man

WE ALL "KNOW BETTER" BUT WE FREQUENTLY FORGET AND IT IS SUCH HINTS AS THE FOLLOWING THAT PUT US IN THE MOOD OF THINKING

ADVERTISE cheap goods as much as you want to, but sell all the good goods that you can. The better the grade of the goods, the more satisfied customers for your store.

Don't stop with reading the trade journals yourself, get your clerks to read them. It will be to their advantage as well as to your own.

The man who fumes and sputters like a soda water fountain every time a bill is brought in ought to be made to do all his own collecting until he learns how a collector likes to be met.

When there is no enthusiasm there is no success. Cut that out and stick it up where it will serve as a standing explanation of some of your own as well as other people's failures.

The inexperienced window trimmer is apt to think that he has reached the very pinnacle of perfection when he puts on the red globes that fill the window with a dim, religious, but red illumination. Cut out the red, green and blue lights if you want the goods to show.

If you never order goods until there is a demand for them you will lose money. If you stock up freely with goods for which there is no demand, you will lose money. But here is a happy medium to be gained by the use of judgment.

How interesting this journal would be if this issue were to be filled with the simple inscription in each column. "Watch this space next issue." Equally interesting is the advertising space used that way.

Another foolish use of good advertising space is to cram it so full of type that you couldn't stick a pin into it anywhere without spoiling a letter. Don't try to say it all in one ad.

Try to write your advertising so that it will hit the average reader. If you are too clever or too simple you will lose on one end or the other.

It isn't the man who has the most money whose credit is the best. It is the man who pays promptly. Nobody's promise to pay is as good as the cash right on the nail.

It is worth while to impress upon your clerks the fact that the man who cannot obey orders will never be a success at giving them. In addition to this be careful not to give orders that cannot be obeyed.

You can make casual customers into steady customers by treating them right, and you can lose them forever by treating them wrong. Leave no stone unturned to make the right impression on your customers.

It may not be your business as a salesman to keep

the store clean, but it is your business as a salesman to see that your part of it is kept clean.

The new employee who waits to be told everything will find himself passed by the fellow who sets about finding out as much as he can for himself.

Customers do not like to buy from a man who does not know his stock. Make it your first business to learn where things are and what they are.

A good many employers value a salesman according to his ability to carry out the orders of the manager without questioning or quibbling.

The employee who knows that another employee is defrauding the "boss" in some way should bear in mind that it is a fraud to conceal a fraud.

No employer or employee ever lost anything by making it a habit to be on hand early in the morning.

A salesman with his jaw wagging on a piece of gum might just as well be chewing tobacco as far as appearances go.

You are going to be honest or dishonest. There is no half-way position in the matter. Stick your stakes and stand by them.

If you cannot do a thing well and have no desire to learn, do not try to do it at all. Leave the job to someone who is not satisfied with half-way measures.

The salesman who is not at least as well informed regarding the store's advertising as the customers he serves is, cannot sell the goods intelligently.

If you do your work for to-day only, it will last to-day only, and will need to be done again tomorrow.

The first thing to do to gain the customer's interest and attention is to greet him by name when he enters.

Higgins & Seiter in New Store

AFTER a slight delay the handsome new twelve-story building of Higgins & Seiter, New York's—and that means the country's leading retail china and glass store, was opened to the public Monday, October 14. The new store is ideally situated, in the very heart of the city's most fashionable shopping district, at Nos. 9 and 11 East Thirty-seventh Street, just east of Fifth Avenue, and is the culmination of a quarter of a century's success in the retailing of fine imported china, crystal and kindred wares. The entire building will not be devoted to retailing purposes at the present time. The first floor will be devoted exclusively to glassware, the second to bric-a-brac, the third to china, and the fourth to the company

offices, while the fifth and sixth floors will be used for stock purposes. The new store is directly opposite the Haviland Building, and upon the opening of the latter's retail department next month a new china and glass retailing centre will be established. The opening display included almost five hundred different patterns in china dinner ware, two hundred of which

were open stock, and there was a corresponding variety of cut glass, rock crystal and silver mounted ware. With the improved facilities and increased business the firm hopes to continue their past merchandising policies and thereby perpetuate the reputation they have so long enjoyed as the largest retailers of china and glass in the world.

Health and Salesmanship

YOU CANNOT EXPECT TO MAKE A SUCCESS IN ANY BUSINESS WITHOUT GOOD HEALTH, AND THIS IS ESPECIALLY TRUE IN THE BUSINESS OF SELLING

THE sun is the great river of life. Without its warmth, its light and its heat, there would be no life upon the earth. If it were not for this three-fold action of the sun, there would be coldness and desolation. The sun purifies and vivifies. We call those people sunny who make us feel the glow of living and we are glad to bask in their presence.

If a salesman is temperate in all things and at all times he will be the person you will call a sunbeam, but if he is intemperate in any one particular, he is likely to be gloomy and you will begin to feel as though you would like to get out in the sun and get warm. The opposite of sun is gloom. Gloom itself means the darkness, when the light of the sun has gone out. The gloomy person makes you feel blue.

There is no doubt but that you agree as to the magnetic power of the sunny person and the repellent power of the gloomy one; so you see how essential it is for a salesman to always be temperate and keep his body in perfect health, so as to be able to attract customers to him and not cast a gloom around himself that will drive them away. You may at some time come in contact with a gloomy person, and it should be impressed upon you that unless you are full of sunshine at such a time you are likely to absorb that person's gloom, and then you will have a hard time to sell that party goods. The result is, they go out of the store, and say they had come in contact with the "grouchiest" salesman they had ever met. The sunny person reacts upon himself, taking the warmth and life into himself, even in a stronger degree than he bestows upon others, because they can feel only the effect of his personality, whereas he gets the full benefit of the force created by his own inner power. In a like manner the gloomy person reacts upon himself, depressing and chilling himself in a greater degree than he does others.

Let your general attitude be full of cheer and hope, and directly it will uplift your vital forces. Indirectly, it will draw what is hopeful and cheery outside of you, through its own magnetic power, and add to their uplifting influences as well. You agree to this when you say "his nature is so sunny that it makes me feel good," and feeling good you want to be near him and with him.

That is just how others feel when they come within his radiance, and that is the way each and every one

of us should be—cheerful, bright and sunny—so when you are called upon to wait on a customer, he will want to be with you, and as soon as you throw out the warmth from yourself, around him, you have gained his confidence, and that helps to make a sale. If we are intemperate in any one particular we are sure to not feel in the best of health, and when one is not feeling well he is unable to appear bright and sunny, and more apt to be gloomy; and therefore not fit to even talk intelligently and will be sure to drive more customers from him than he sells.

Health that intoxicates us with power and intensity, is within the reach of all who are willing to reason for themselves and begin that activity of muscle, mind and body, without which there can be no health, for stagnation always means disease and death. Activity is the law of life. A machine of the finest steel will rust and decay if not used, and the human body is not stronger than steel.

Navy Department Wants Crockery

THE Navy Department of the United States is again in the market, this time for stateroom crockery, and they are asking bids on seven hundred and fifty pieces for delivery at the Brooklyn navy yard, N. Y. All those who are interested can obtain further particulars from POTTERY AND GLASS. The bids will be opened on November 5, 1912.



A new cutting from the line of F. Reichenbacher

News from the Potteries

EAST LIVERPOOL, O.—The Globe Pottery Company passed into the hands of a receiver late last month caused, it is understood, by the demands of numerous small creditors. This marks the closing of the fourth large general ware plant in this vicinity within the past few months, the others being the Goodwin Pottery, Warner-Keffer China Company and the William Brunt Pottery. The Globe Pottery was one of the oldest general ware plants in East Liverpool and has met hard going of late. Willard Morris, formerly with the Knowles, Taylor & Knowles Potteries Company, has been appointed by the court as receiver while Charles Ashbaugh, secretary of the United States Potters' Association, and H. N. Harker, of the Harker Pottery Company, have been named to appraise the stock. The amount of liabilities have not as yet been made public. It is understood the plant, if operated again, will be under new management. About one hundred workmen are affected by the shutdown.

* * *

National City, Cal.—In order to meet the rapidly growing demand for their products the California China Products Company, which was established in this city about eighteen months ago for the manufacture of tile, pottery and chinaware, have made several large extensions to their plant, and last week started the construction of another addition, which when completed will enable them to increase their output. The new improvement will include a building having a frontage of seventy-six feet and a depth of one hundred and twenty-six feet. The building will comprise the second kiln shed and contain four mammoth tile kilns, the first of which is already completed and the second under construction.

* * *

Trenton, N. J.—The Alliance Company, a western concern in the pottery trade, was recently incorporated in this city. Its capital stock is \$100,000, and \$3,000 of it is held nominally by Kenneth H. Lanning, Walter L. Cox, Jr., and William G. Hoppere, of this city.

* * *

West York, Pa.—The Pfaltzgraff Pottery Company plant, which was destroyed by fire in July, has been entirely rebuilt and is now about completed. The building is a one-story brick structure, about 100x175 feet in dimensions, and will house five kilns.

* * *

Washingtonville, O.—Negotiations are pending between the citizens of this town and John Grafton, of East Liverpool, who proposes to erect a five-kiln pottery plant in Washingtonville, if the necessary financial aid is forthcoming. It is proposed to expend at

least \$20,000 on the plant, providing the townspeople raise a similar amount and donate the site. The plant, plans of which are being drawn, will employ about two hundred workers.

* * *

Wilmington, Del.—Among the newest enterprises to apply to the State for a charter is the Newark China Clay Company, of Mt. Holly Springs, Pa. This company, which is capitalized at \$100,000, is to manufacture, sell and deal in clay, kaolen, feldspar, etc. The incorporators are Victor E. Ullman and Louisa M. Ellman, of Wilmington, Del.

* * *

Paris, Tenn.—Plans for the pottery plant of the South Paris China and Pottery Company have been already drawn and the citizens of that place are daily awaiting the announcement of the commencement of the construction of the work. It is also stated on good authority that plans for the erection of about fifty cottages for the potters will also be drawn, thereby making the development one of the most important as yet undertaken in that section of Henry County. The clay found on the one hundred acre tract acquired by the new company is considered superior to that found anywhere in this country and it is the purpose of the South Paris concern to put out a line of high grade chinaware.

* * *

Paducah, Ky.—Articles of incorporation have been filed by the Paducah Clay Products Company, a new concern capitalized at \$250,000, who have taken over a tract of four hundred acres of clay lands in the vicinity of St. John, McCracken County. Thomas L. Walker, a former postmaster at Lexington, is at the head of the company, which will erect a modern pottery plant near Paducah and work the land acquired.

* * *

Oklahoma City, Okla.—L. C. Hayes and J. F. Sharp, of Muskogee, and O. L. Hayes, of Webbers Falls, are the directors and incorporators of the Queen City China Company, of Muskogee, which was recently granted a charter in this city. They have capitalized the new concern at \$10,000.

* * *

Wellsville, O.—The McNicol-Corns Pottery Company, which was recently formed with \$60,000 capital to take over the Smith-McNicol pottery here, may increase its capacity, the company now considering the erection of additional kilns, providing it can secure enough ground from the city of Wellsville for that purpose. S. A. Frost, a prominent Trenton modeler, is now a member of the company and in charge of the clay department.

POTTERY AND GLASS

WITH WHICH IS COMBINED

GLASS AND POTTERY WORLD

GLASS AND POTTERY WORLD, Founded 1893.
CHINA, GLASS AND POTTERY REVIEW, Founded 1897.
Amalgamated April, 1905.
POTTERY AND GLASS, Founded 1908.
Amalgamated April, 1909.
REG. U. S. PATENT OFFICE

PUBLISHED ON THE FIFTEENTH OF EACH MONTH BY
HUOTT PUBLISHING COMPANY
395 FOURTH AVENUE, COR. 28th ST., NEW YORK

THOMAS A. CAWTHRA *President and Treasurer*
EDMOND J. HUOTT *Vice-President*
FRANK F. LYONS *Secretary*

DEVOTED TO THE INTERESTS OF THE POTTERY, GLASS, LAMP, ART
METAL AND ALLIED INDUSTRIES

T. A. CAWTHRA *Managing Editor*
PROF. CHARLES F. BINNS *Technical Editor*
THIS MAGAZINE IS A MEMBER OF THE AMERICAN TRADE PRESS ASSOCIATION

BRITISH REPRESENTATIVE
Bertrand Rhead, 50 Pall Mall, Hanley, Stoke-on-Trent

SUBSCRIPTION RATES: UNITED STATES, \$2.00 PER YEAR. ALL OTHER
COUNTRIES, INCLUDING CANADA, \$2.50 PER YEAR

Change of copy and instructions regarding advertisements appearing in
the magazine must reach this office not later than the 5th of the month,
as the first forms are sent to press on that date.

Entered at the New York (N. Y.) Post Office as Second Class Matter.

VOL. IX OCTOBER, 1912 No. 4

A SPURT
IN BUSINESS.

WHEN the ground yields its increase then we are sure to have prosperity, and just now the government reports forecast record-breaking crops for all parts of the country. This means, then, that with such a bountiful harvest before us, we are approaching a decided turn for the better in all branches of commerce and industry.

To be sure, a Presidential year is always looked upon as a time of commercial quiet, although as we have previously pointed out this is a fallacy of mind rather than of acts and actions, and hence when a revival of business comes in such a year its significance is obviously greater than when it comes at any other time. During the past two years business has been suppressed unduly, as all will admit, but actual conditions, as shown by statistics, have not warranted such suppression and sooner or later a general revival all along the line had to come. Fortunately it has come during this, a Presidential year. Fortunately, we say, for it will tend to prove, more than anything else, perhaps, that business and business conditions are not absolutely dependent on politics.

Pronounced revival of prosperity has already set in, according to the growing belief of business and financial men from all sections of the country. A decided awakening from the period of excessive dullness and limited business operations that has continued in the country since 1907 is widely predicted by men in touch with commercial conditions.

A number of bankers have expressed optimistic opinions for larger business this fall. One bank, in

a recent circular to mercantile houses, widely distributed over the country, found practically universal belief in undoubted betterment of business for this fall.

In a countrywide canvass made by a New York paper the reports of revival of business and markedly widening activity, prosperity and confidence received strongly emphasize the point that the business revival that has been looked for under the influence of great crop prospects has already started and that conditions bid fair to continue to be soundly, though not booming, prosperous for some time to come.

The leading basic reasons for belief in a return of prosperity indicated from the returns from twenty-two leading bankers and mercantile men throughout the country are the elimination of politics in the minds of business men; the fact that business is now on basically sound principles, with credit firm because of conservative and cautious buying and manufacturing methods, the necessity for merchants to do considerable buying in order to meet the demand expected, because of the small supplies they have been compelled to keep on hand, and primarily the brilliant prospect for unusually great crops.

Out of twenty-two replies received, six expressed belief in a business revival of big proportions, fourteen looked for a solid, though gradual, increase. Only two expressed the opinion that the improvement noticed was hardly more than usual.

The most striking thing apparent is the almost contemptuous disregard for the political imbroglio as an influence that can hold back a solid business revival.

The pottery and glass trade in common with the other branches of industrial activity have experienced the general suppression of business spoken of above. Many of these potteries were forced to close temporarily for longer or shorter periods, and several of them were obliged to resort to part time work to avoid a complete shutdown. This season of the year, coupled with the new lease of business life now in evidence, will find these potteries and glass houses in ready trim for continuous work, for during the summer months all these plants were overhauled and put in the best of condition.

The retailers in the field, likewise, are preparing their decks for action. The holiday trade, not far distant at this writing, will make inroads upon their stock which before that time must be replenished largely. Buying during the immediate coming months therefore should be brisk, and business in both the wholesale and retail fields should reach again the high mark of activity so ruthlessly cut down by the many various events of the past two years.

While the exports of glassware from the Carlsbad consular district during 1911 increased over that of 1910 by a scant \$900, both chinaware and earthenware fell below the standard set in 1910, the American imports of chinaware in 1910 being \$845,121, as against \$730,156 for 1911.

Practical Science Department

Edited By Prof. Charles F. Binns

Good Glazes—and Others; What They Are and How Best to Get Them

THIS IS THE FIRST OF A SERIES OF GOOD COMMON SENSE TALKS ON TECHNICAL MATTERS THAT DAILY CONFRONT THE MANUFACTURING POTTER

Written especially by the Editor of the Department.

EDITOR'S NOTE.—So many of our readers have repeatedly asked us to publish articles of a technical character on pottery glazes, etc., that are practical and deal rather with the ordinary run of wares than the average potters produce than those which are distinctly art products, that we have decided to run a series, of which the present article is the first, exactly along these lines. The material is aimed to interest as well as instruct, and we feel sure that the series will find favor with our readers. The next article will be published in an early issue.

THERE are glazes and glazes. To the manufacturer a good glaze may be one which he can produce with little loss, one which will neither craze nor shiver, which has a reasonably wide heat range and which does not require excessive care in manipulation. The housewife looks for a glaze which will wear well, which is not easily scratched, and, of course, one which does not begin to craze upon long usage. The restaurant proprietor demands all this and more. He expects the glaze to resist the wear of mechanical washing with alkaline solutions and to retain its gloss under the severe friction of plate on plate. The connoisseur and collector has other ideals. He enjoys the sympathetic touch of the glossy or silky surface. He looks for a color quality even in the wares which appear white to the uninitiated and he approaches subtle differences in texture which are not evident to a less critical eye.

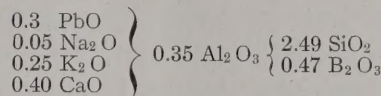
The ceramist is called upon to meet all these demands, which are apart altogether from the varieties of colored glaze and the fascinations of crystals and matts, and the wonder is that with so limited a number of available materials and with a comparatively small range of temperature so many different results can be secured.

The problem of crazing is still something of a puzzle. A great deal of work has been done in factory and school and much light has been thrown upon the matter, but every now and then some fact is brought forth which seems to upset all previously accepted theories. The production of pottery is attended by so many variations, some of them exceedingly small, that a wide margin of safety, both in mixture and fire, is necessary. But even with this, once in a while there will arise an epidemic of trouble for which there is no evident cause. In the face of the above statement it may seem presumptuous to express an opinion, but recent studies seem to show that crazing is more a matter of the body than the glaze. Of course, it is the glaze which crazes, but it is the body which causes it to do so, and, moreover, crazing can be more easily caused or cured by changing the body than by changing the glaze.

A good white-ware glaze, maturing at cone 4, is

that used by Prof. R. C. Purdy in a study published on page 157, Vol. XIII of the Transactions of the American Ceramic Society. The formula and mixture are as follows:

Glaze formula:



Fritt:

Red lead	43
Feldspar	139
Borax	24
Boric acid	57
Whiting	50
Flint	44

Glaze:

Fritt	238
White lead	38
Feldspar	28
China clay	26
Flint	12

Upon a body made up from clay substance 40, flint 40, spar 20, and burned at temperatures ranging from cone 6 to cone 12, this glaze will stand without crazing. The brand of clay used makes very little difference, but if the clay in the body be increased at the expense of the flint, crazing is almost certain to occur. It follows, of course, that a case of crazing will tend to disappear if the clay in the body be lowered and the flint raised. It may be argued that a body with only 40 per cent. clay will be short and non-plastic, but this can be overcome by a proper selection of materials.

This is by no means an exceptional case. Hundreds of glazes are in use, at different temperatures of burning, to which the same remedy can be applied. The body given will come to a good density at cone 8, provided, of course, that the proper clays are used, but it is all the better for a little more fire. Cone 10 is about the upper extreme, and there are many biscuit kilns burned higher than that.

In order not to leave the matter in uncertainty, it may be well to discuss the question of clays for a moment. We say that the body will become reasonably vitreous at cone 8 if the proper clays are used. What, then, are the proper clays? In a word, the answer is, fine grained and vitrifying clays. It is devoutly to be wished that one could honestly say "American clays," but so far as our own experience has gone this is not possible. The best kaolins are those from Cornwall, England, and if it be any salve to our national pride let it be said that the Germans, too, are using these clays. The American kaolins are as white, they are reasonably plastic, but they will not become dense on firing. The reason probably is that the grain is coarser. This is an undoubted fact and would be sufficient to account for the difference in behavior. The exceptions are the clays of Georgia, which are very fine in grain, but which have certain

disadvantages which prevent their use in large quantities.

The English kaolins vary somewhat in color, but there is not very much to choose between them in the matter of density.

English ball clays are also more easily vitrified than those of native occurrence, but there is less difference than in the case of the kaolins. This matter of density is of supreme importance and extends to flint and spar as well as clay. If only some appeal could be made to the potters of this country which would persuade them to look to the fineness of their materials. In a recent experiment made in the laboratory of the writer a number of tile were made from plastic clay of the mixture already given. Different clays were used as a test of variation, and one-half of each mixture was ground fine. After glazing, of the tiles made from unground material 13 per cent. crazed; of the tiles made from the ground mixtures only one per cent. crazed.

It will be noticed that the glaze is not of the usual type. The fritt contains more ingredients than ordinarily and there is more fritt used. The latter fact is the natural consequence of the former because more ingredients necessarily make the fritt more bulky. A fritt of this character is melted much more easily than one which contains a smaller number of ingredients, but it must either be prepared on a fritt kiln or in crucibles which can be removed from the furnace when hot. This fritt would, in all likelihood, eat its way through saggars if melted in the ordinary way.

(To be continued)

Dove of Peace Roosts with Potters.

FOR the past nineteen years industrial peace has reigned in the pottery trade, due, states W. E. Wells, of the United States Potters' Association, to the liberal labor policy of this association in dealing with trade and labor problems. The result of the maintenance of this policy has proved eminently satisfactory both to the employers and to the workmen's union, and it has resulted in practically steady employment and has prevented the occurrence of any strike in the entire pottery industry of the United States. The United States Potters' Association has been largely responsible for certain modifications of the administrative features of the general tariff law of the United States, which renders it less difficult to ascertain the true values of merchandise imported into this country and less difficult to detect and to prevent undervaluations.

The association has been largely responsible for the improvement of the basic quality and the artistic treatment of the pottery products of the country and it has been responsible for a general improvement in the construction of the pottery plants, especially in respect to sanitary arrangements and the protection of the health of all pottery work people, some of the modern pottery plants being almost ideal in this feature.

Practical Retail Advertising

A common sense talk on advertising and advertising methods for the man who wants to make his business grow.

(Continued from page 9)

among the kinds of retail advertising that have proved successful, but it must be used carefully by those who cater to both the buyers demanding tone and quality and those who consider price first and quality afterward. Many large stores have the business of these two classes and they advertise to one class in one way and to the other class through the other method.

Retailers have read time and again about the snappy, chatty, partly humorous advertising of Rogers, Peet & Co., of New York, which is so different from anything else in advertising that it has attracted widespread attention and has been frequently the subject of articles by writers on advertising topics. Many retailers have endeavored to imitate the Rogers, Peet style, but so many have failed that it may be said it is inimitable. Most of the efforts to write snappy chats are ludicrous, and do not help sales in any way. In New York, the Rogers, Peet & Co. copy caught on to stay, but as much cannot be said of any of its imitators. It is a question, too, whether furniture or other furnishings could be sold by this sort of advertising as well as gentlemen's furnishings, but many of the advertising authorities condemned the Rogers, Peet advertising to failure before it had been successful. It may surprise some retailers who think their time too valuable to bother with advertising to be informed that one of the Rogers, Peet firm writes the copy for the advertising that has been such a feature in building up the great business.

Before dismissing the subject of styles of advertising a word should be said on the selection of mediums. The daily newspaper is the medium most used by retailers and is generally the most likely to produce the biggest results, but in cities where several papers are published the merchant must choose the one that reaches the trade that he can supply. Many advertisers make a failure of their advertising campaigns from the start, because they do not study closely the character of the circulation of the papers they use. There is no reason why a firm carrying only the highest goods advertised in a conservative way should get profitable returns from a newspaper that reaches only the middle class and those who demand the cheaper grade of goods. While this kind of a mistake is sometimes made, it is more frequently the other way about—the retailer that should advertise in newspapers which reach the masses, for some reason uses the paper that has its circulation in the best homes. The retailer must be very careful on this point and find out the character of the circulation of the different newspapers before taking space in any of them. If two mediums, different in character are picked out as filling the requirements, the advertising should be made suitable to each.



The individuality of Gimbel Brothers' china and glassware advertising is characteristic of the store; it carries to the prospective buyer a definite conception of what is on sale, each article illustrated being sketched expressly for the advertising department and when run with "human interest" copy never fails to bring the desired results. This cut was used in their September Sale campaign, and is one of a series of attractive line cuts they have used.

How a Big China and Glassware Sale Is Planned

THE success of the great annual crockery sale which of late years has become a feature of all big stores, depends upon the buyer; but yet in many ways the buyer is of secondary importance—what would he do without the advice and service of the advertising man? Of course, upon the buyer's selection of seasonable articles, his initiative, and foresight, depends the ultimate success of the department. But in these days of modern merchandising it takes something more than mere salesmanship and department display to move goods quickly and at a profit, and this vital something is advertising. Therefore, the success or failure of the china and glassware sale depends entirely upon co-operation between the advertising manager and buyer. Of the most notable examples of this kind of co-operation which has been brought prominently before the New York trade during the past month, the September sale of Gimbel Brothers, New York, was particularly interesting. Strong, forcible and persistent newspaper advertising, in which pleasing illustrations of the stock were cleverly played up, supplemented by a campaign of carefully designed posters in color treatments made the sale the objective point of every shopper. To the uninitiated the vast detail, the planning, and the time spent in arranging a sale of this kind is almost unconceivable. It means six to nine months of preparation to the buyer and his assistants, and a long look ahead for the advertising department. It requires a careful study of fads and fancies, the staple needs of the public and the selection of a stock that will sell. The buyer profits by his former mistakes, and by referring to his memorandum book is in a position to judge the lines to be featured. As in the case of Gimbel Bros., it also entails a tour of the European markets. Immediately upon the arrival of the stock the advertising department sends its representative to make a personal in-

spection of the goods; the buyer points out the lines he wishes to move quickly, and from him the advertisement writer is able to ascertain the selling points of the goods; his personal observation bringing out many notes which the buyer might naturally pass over. As a result, strong copy of the human interest kind is prepared, and, after many boilings, is sent to the buyer for his final O. K. as to prices, etc. The art department is also called in and designs and sketches are submitted for approval, following which the advertising campaign is mapped out. While the preparation of copy is under way the buyer and his assistants are exceedingly busy. Consultations are held with the firm, the interior decorator is notified and arranges for the store decorations; the superintendent of the main floor is seen for special table displays; the window decorator sees that the sale is properly displayed; additional help is secured; each item must go to the marking department and be properly marked, the sign printer looks after the counter announcements; the delivery department gets special instructions, and in fact the whole establishment is called into special meetings on each of the above subjects. Co-operation is the keynote of every sale, and so important is each cog in this great merchandising wheel that one break might prove disastrous to the successful conduction of the sale.

Pittsburgh Ceramic Club Prepares for Exposition

THE Duquesne Ceramic Club of Pittsburgh, Pa., is preparing for the annual exhibition of members' work which will be held in the Carnegie Art Galleries November 4 to 16. Two galleries on the third floor will be used for the display of the work, the large gallery showing the ceramics, while the smaller room will be given over to original designs in drawings and water colors on paper.



Business and Personal Items About Prominent People in Different Branches of the Trade

A new wholesale house has annexed itself to Chattanooga's already formidable array, Charles H. Mills, of the James Supply Company, heading a new concern which will do business as The Mills Company. The company will deal in glassware, queensware, enamelware, tinware and woodenware, a line new to the Chattanooga market. The offices of the company will be located on Market Street, opposite the Terminal Station. The company is capitalized at \$50,000, with the following prominent Chattanooga jobbers as incorporators: C. H. Mills, J. H. McCallum, O. P. Darwin, G. Fred Thomas and R. Y. Gray.

The President of the French Republic recently elevated Charles Edward Haviland, head of Haviland & Co., New York and Limoges, wholesalers and retailers, to the rank of Commander in the Legion of Honor, an honor which even the greatest manufacturers are seldom accorded.

B. Tomby, sole representative for the United States and Canada for Reinhold Schlegelmilch, the Germany pottery manufacturer, has taken the entire seventh floor in the Kensington Building, at the corner of Fifteenth Street and Fifth Avenue, New York. Workmen are now putting the finishing touches on the new offices which when completed will be one of the finest salesrooms in New York. Over six thousand square feet of floor space will be used to display the lines of their two factories at Suhl, Thuringen, and at Tillowitz, Silesia, respectively. Mr. Tomby expects to be ready for the inspection of the trade this week.

The Globe Pottery Co., of East Liverpool, Ohio, now being operated by a receiver, sold the majority of their output through the Geo. Borgfeldt Co., of New York.

John J. Hines, of Blakeman & Henderson, New York, Limoges china selling agents, and Mrs. Hines, returned from a six weeks' sojourn abroad on the "S. S. La Savoie" late in September. Mr. Hines brought a number of new samples with him which will add greatly to the prestige of their line.

H. B. Duncan, of Duncan & Miller Glass Co., Washington, Pa., was a welcome visitor at their New

York office this month. He reports the factory will put out some new items in colored ware to meet a demand from the high class trade.

Boggs & Buhl, Pittsburgh, Pa., have engaged George Leonard as assistant to T. A. Neely, the china and glassware buyer. Mr. Leonard was formerly connected with the Pittsburgh sample rooms of Bawo & Dotter, Ltd., and now fills the position at Boggs & Buhl left vacant by the resignation of James J. Young, who is now with the Pittsburgh Lamp, Brass and Glass Co., in a selling capacity.

Among the buyers noted in the New York district early this month the majority of whom placed good orders were: I. Dalheimer, of Mobile, Ala.; J. V. Stevenson, Morristown, N. J.; Mr. Hoagland, of Curran Dry Goods Co., Waterbury, Conn.; Mr. Arnold, of The Arnold Merchandise Co., Mount Vernon, Ohio, and Earl Edwards, of the Edwards China Co., Philadelphia.



Pickle Dish from line F. Reichenbacher.

Miss Nagle, formerly assistant crockery and glassware buyer for G. Fox & Co., Hartford, Conn., is now buying for Wise, Smith & Co., of the same city. Miss Nagle is also buying the housefurnishings for this concern.

Following a conference with the officials of the American Flint Glass Workers' Union, the plant of the Blackmer Co., New Bedford, Mass., signed an agreement to conduct a "closed shop" in the future. The plant gives employment to thirty glass workers.

D. Reichenbacher, with L. D. Block & Co., has just returned from a three months selling trip through the central west. He reports a prosperous condition of trade through the territory he visited.

In the New York Market

A Description of Seasonable and Staple Novelties That Have Lately Made Their Appearance and Where to Get Them

This department is designed to give a brief account of some of the latest things that make their appearance in the pottery, glass, lamp and art metal markets, and where they may be obtained. For the busy buyer and retailer this information is especially worthy of perusal as one suggestion from the entire list may open a source of profitable business to him. New designs in cut glass, new shapes in china and pottery, perfections and improvements in standard goods, interesting treatments in brass ware, and the latest styles in lamps, will be featured as far as practical, and those wares that are running popular in certain parts of the country will be given mention. If any of our readers want to know further about any style of goods described in these columns we will be glad to advise them to the best of our ability.

THE Buffalo Pottery is offering some remarkably pretty designs and patterns in open stock dinnerware this season through their New York representative A. H. Ledden. A shape called the "Thais" is meeting with pronounced success everywhere shown. The ware is distinctive with its new shape and the decorations are as a rule conservative, consisting of pretty floral sprays and festoons and drop borders with thin gold bands.

A number of new shapes have been added to the cut glass line of the Empire Glass Co., displayed at the showrooms of W. F. Upham and the line now consists of one hundred and fifty items. The Madeline pattern still continues in popularity.

The Sicardo art ware of the S. A. Weller Pottery is now occupying a prominent position in the New York salesroom. A display of this ware, which has a rich metallic lustre, and consists of a secret deposit on a white pottery base, which includes any number of decorative vases, floral and conventional art effects predominating, is being offered the trade at unusual prices for such high grade pottery.

While not exactly in the New York market, Newark, N. J., is usually classed in the Metropolitan district, so the offerings of the Newark Cut Glass Co. may be mentioned here. Their line which covers the usual and many unusual shapes and designs contains a number of pleasing floral combinations, their heavy

cuttings being of exceptional merit. In order to convince the merchants of their superiority they will ship a barrel of samples for inspection which if not satisfactory may be returned at their expense.

The 1912-13 line of silver deposit ware of the Fostoria Glass Co. is particularly attractive and is made up from their best selling patterns, including deep plate etchings and rock crystal cuttings. The line is shown at the salesroom of A. C. Hirsch, 350 Broadway, and is the acme of perfection in sterling silver deposit ware.

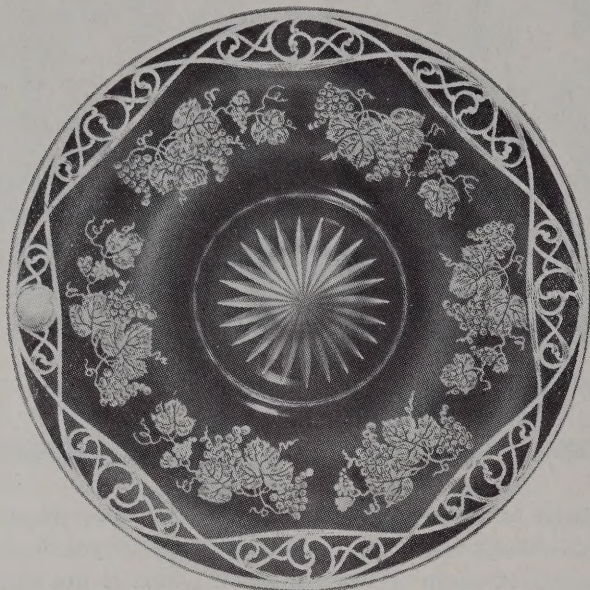
The Peters & Reed Pottery Co., of South Zanesville, Ohio, are showing a new line of jardiniere, pedestals, fern disks, hanging baskets and vases at the salesroom of their New York representative, William M. Warrin, 25 West Broadway. The ware which greatly resembles the ancient Indian pottery in finish is being placed on the market as "Moss Aztec" ware, and it is decidedly distinctive, the moss green tint on a dull red brown body forming a very attractive combination.

Twenty-two new dinnerware patterns have been added to the already comprehensive line of open stock patterns of Geo. F. Bassett & Co., 52 Park Place. Of the many extremely pleasing decorations shown on the new line, the Imperial and Canton blue underglaze ware of Burgess & Leigh is exceedingly good and truly representative English. Another pattern in blue



Two new designs in silver deposit from Fostoria Glass Co.'s line, and a handsome punch bowl from line of The Newark Cut Glass Co.

underglaze ware called the "Chantilly" has a strong French influence in its decorative scheme and should meet with a favorable demand. The other English,



From the Fostoria Glass Co.'s new line of silver deposit glassware.

Austrian and French patterns for the coming season carry out the same delightful combinations that have been a feature of this house.

Meakin & Ridgeway have received some new earthenware dinnerware lines that merit the attention of the exacting buyer. The designs and patterns are exceedingly good, especially the small all over flower design. The other decorations consist of floral sprays and festoons charmingly set off with gold stripes.

The new "Wild Rose" cut glass pattern of Stewart & Crocker is one of the best of the many floral designs now seen in the market. The line consists of forty-two numbers and includes dainty jewel and powder boxes, silver mounted; decanters, jugs and bowls. The new design is a product of their own cutting plant at Hawley, Pa.

Law for the Buyer and Seller

(Continued from page 11)

accumulating a large surplus so as to strengthen their own control, a minority stockholder can get after them and compel them to properly disburse the company's profits. He can also enjoin them if they declare dividends out of capital.

He can enjoin illegally elected directors from acting as such.

He can compel the officers to perform their duties.

He can compel the officers to give him information about the corporate affairs, even though such information is to be used by him in bringing suit against the company or its officers.

He can compel the directors, at proper times, to render an accounting.

He can have a receiver appointed where the need is clear.

He can have the corporation dissolved and the business wound up in exceptional cases.

But in all of these cases, and in every other where the law gives the minority stockholder a right to interfere, he may lose it by standing by and seeing the illegal or oppressive things done without protest. He is shut out even more if he expressly acquiesces or participates.—(Copyright, July, 1912, by Elton J. Buckley.)

Shotton Co. Back to Brooklyn

Say increased expense of double freight and inconvenience of shipping direct to customers necessitates the change.

THE entrance of the Shotton Glass Company into Corning, N. Y., and its subsequent employment of union cutters gives rise to the rumor that their resolution to return to Brooklyn after such a short sojourn was made at the suggestion of the other Corning manufacturers, who did not wish the union to gain a foothold in the up-State city. Following the settlement of the recent strike, pickets were withdrawn from the Corning shop and union men employed, a local union having been formed. About three weeks ago a notice was posted stating that owing to the increased expense of double freight and the inconvenience of shipping goods direct to their customers, it was decided to return to Brooklyn on October 1. The notice of the company was not taken by the men as an expression of the full truth, and they were considerably put out by the action, as many of them had joined the Shotton forces after giving up steady positions with other Corning firms and are not in a position to take their families to Brooklyn. They will continue their union, however; and there is some talk of starting a co-operative shop in the abandoned plant of the Corning Cut Glass Company. The Corning Business Men's Association was greatly instrumental in bringing the Shotton Company to that place; in fact, it had agreed to advance \$100 a month for twelve months' rent, but even its officers could not state the real reason for the withdrawal of the Shotton plant.

Wiarda & Co. to Erect New Buildings.

IT is the intention of John C. Wiarda & Co., manufacturing chemists, now located at 280 Green street, Brooklyn, N. Y., to erect a large plant in Long Island City, the cost of which is roughly estimated to be \$125,000. The company recently purchased a large tract of land fronting on Newtown Creek and Pollock avenue, which is to be improved with ten two-story factory buildings, each covering a plot 50x100.

You know what you think of the campaign orator who tells story after story, makes a vaudeville act of his speech, but handles his arguments with car at arms' length? Well, there is too much advertising that's like that. It doesn't give facts and figures.

The way to run a one-price store is to sell every item to every customer for the same identical price. The minute you make one exception you make a doubting customer. The man you favor first doubts you first.

Among the Glass Houses

CORNING, N. Y.—Since the withdrawal of the Shotton cutting shop there has been considerable discussion as to the probability of another union shop being established in this city. It is now almost an assured fact that a new cut glass factory employing only union labor will be opened, the union having opened negotiations with an Ohio firm which is ready to put a 100-frame shop in Corning, provided certain conditions are met. Several of the leaders in the movement recently visited the old plant of the Corning Glass Company, and it is expected will recommend it to the Ohio firm. This plant was built especially for the purpose to which it was devoted, being one of the few plants in the city of which this is true. About thirty of the shutout employees of the Shotton shop are not employed with the Egginton Company, which is running as an open shop.

* * *

Moundsville, W. Va.—The new fourteen-pot furnace of the Fostoria Glass Company is now completed and the blowing commenced early in October. When all improvements about the plant have been completed employment will be given to about two hundred additional people.

* * *

Egg Harbor City, N. J.—The Liberty Cut Glass Works of this city has another addition to its plant now in course of erection, necessitated by the increased volume of business.

* * *

North Adams, Ohio.—C. D. Lauer, president and secretary of the Sterling Cut Glass Company of this city, has announced that his company will commence the erection of a \$25,000 factory building in the near future. The new plant will be two stories in height and cover a site 50 by 165 feet.

* * *

Fairmont, W. Va.—It is understood from western advices that a line of lead-blown tumblers will be the chief product of the old flint glass factory at Fairmont, and which has been leased by the Monongah Glass Company. Extensive alterations have been made and new machinery installed, this being necessary, as the factory has been idle for several years. The plant is equipped with a twelve-pot furnace.

* * *

Rochester, Minn.—The Queen City Cut Glass Company are now occupying their new quarters in the Gamble-Robinson Building. The removal more than doubles their former capacity and is remarkable in that the industry was organized less than a year ago.

Columbia, Pa.—A two-story frame addition is being added to the plant of the Susquehanna Cut Glass Company, of which Albert Royce is the proprietor, and shows the continuance of a brisk trade.

* * *

Wheeling, W. Va.—The new concrete building of the Central Glass Works is now about completed and giving this company one of the largest and most complete etching departments in the country. Part of the new building is also used for finishing and decorating. The Central Glass Works have lately spent a large amount of money in improvements and now have greater capacity than ever to turn out their quality ware. It is their intention to add several new stemware lines as well as novelties, rock crystal engravings, and burnished gold decorated ware.

* * *

Toledo, O.—The Libbey Glass Co. has operations under way for equipping its factory with electric drive and is installing a 50 kw. motor-generator set, twenty-six motors ranging from 7½ to 100 hp. and switchboard. All the apparatus is being obtained from the General Electric Company.

* * *

Morgantown, W. Va.—The Crystal Tumbler Co.'s plant which has been in the hands of a trustee for some time, was sold this week by J. F. Chipps, auctioneer, to E. B. Stone for \$40,600. It is understood that Stone represents the largest creditors and that the company will be reorganized and the plant placed in operation at an early date.

* * *

The glass business the country over is experiencing a general revival, factory reports from all the larger plants of the industry indicating a very healthy condition of business. Each plant is offering an assortment of new designs and patterns for the fall and holiday trade and the majority are working to full capacity, a number running overtime to handle the orders now on hand. Ohio reports from both the Libby and Sterling factories are exceedingly favorable; all the Brooklyn shops are working full time now that the labor difficulties have been settled, and such plants as the Jefferson Glass Co., McKee Glass Co., Ripley and the Co-operative Glass Co. are working at full speed.

* * *

Williamstown, W. Va.—Since the installation of their light cutting department the Fenton Art Glass Company, of this place, has been exceedingly busy, the company having been forced to gradually increase its capacity almost weekly.



From All Over the World

LITTLE NOTES OF INTEREST TO
THE TRADE PICKED UP FROM
DIFFERENT PARTS OF THE GLOBE



THE third triennial meeting of the International Congress of Pottery Workers was held at Hanley, England, last month, the delegates attending representing the pottery workers of Germany, France, Austria, Italy and Denmark. American pottery workers were not present, although efforts to induce them to attend had been made. The official reception to the visiting workers was held in the Hanley Town Hall, Major Cecil Wedgwood presiding. A resolution regarding the shortening of working hours was adopted similar to that carried at the general meeting of the German Union of Pottery Workers in 1911, with the following additional recommendations: (1) That the separate unions should hold an inquiry into the now usual working hours in the pottery trade; (2) that the results of these inquiries should be collected by the secretary and supplied to the separate unions; (3) that the separate national unions when putting demands before the employers should, as far as possible, demand also a shortening of working hours; (4) that the attention of the legislative bodies in the various countries should be called in a suitable manner to the pressing necessity of a shortening of working hours in the ceramic industry by law, and be requested to enact adequate regulations.

The congress adopted a resolution expressing the view that tuberculosis was the worst and most dangerous disease to which pottery workers were exposed. It was resolved to collect all available information on the subject, with a view to concerted action being taken.

In proposing the legislation it was stated that in Germany the only legislation bearing on the point was a maximum ten hours' working day for female workers in all industries; in Austria a maximum of 11 hours for all workers; in France a maximum which was, generally, 11 hours, and 10 hours in certain cases; and in Denmark a 53 hours' week for all unskilled labor, with 47 hours for pottery painters, 43 hours for female painters and 53 hours for turners and throwers. In England there is in preparation legislation for limiting the hours of employment of pottery workers in lead, and Holland is preparing a 10-hour day law for female workers.

The basis of the proposed English legislation has been agreed upon by both operators and owners, and includes regulations for the proper ventilation of work-

shops; the construction of such work benches as would not collect dust; for the permission of a heat of 125 deg. F. at most when ovens were drawn, and a maximum temperature of 70 deg. F. in workshops; a restriction of 4½ hours of the working period between meals; the provision of milk or cocoa in the morning before accommodation by the employers, and of a cup of milk or cocoa in the morning before beginning work. It was stated that during the hearing of evidence before the Royal Commission the operatives' representatives asked the employers to consider the discontinuance of the use of raw lead in the pottery processes, but the employers said that that was impossible owing to the competition of Continental manufacturers.

Reports from the various countries showed that of 75,000 German pottery workers, 17,000 are organized; of 60,000 English workers, 9,100; of 25,000 in Austria-Hungary, 5,000; of 20,000 in France, 3,300; of at least 10,000 in Italy, only 1,800; of 1,000 in Denmark, 600, and of at least 1,000 in Holland, 300. There is no organization in Norway, and practically none in Belgium. The United States was stated to have about 6,000 organized pottery workers, but is not affiliated with the international federation.

While the pottery industry in the Thuringian Mountains keeps apace with the times in matters of manufacture, still it is the old and genuine home of handicraft, this being especially so among the Bavarian and Thuringian peasants, who design and execute all manner of earthenware and pottery with the help merely of the potter's wheel. They still retain all their best characteristics, but at the same time they have begun to acquire a sense for the simple and beautiful. The method of work in vogue in these old places was so simple that artists who wished to design on their own account found here a splendid field for their fancy and great opportunities to develop their ideas.

Strassburg, Germany, contributed materially to the imports of the United States in pottery and earthenware during 1910 and 1911, but for some unknown reason the American imports fell away off during the latter year. In 1910 pottery and earthenware to the value of \$22,727 was exported to the United States, the valuation falling to \$8,046 in 1911.

Lamps, Lighting Fixtures, Shades and Art Metal

IN order to escape darkness, said to be the hereditary foe of man, we have from the earliest times endeavored to provide ourselves with some sort of artificial illumination. Crude though it was, the inventive genius of the primitive man overcame great obstacles and successfully conquered darkness when he produced the first known lamp, a crude affair consisting of a shell or hollow vessel over the rim of which projected a wick, the interior end of which was steeped in animal fat oil. At this time fire was procured by friction with pieces of wood or by striking together two pieces of stone. Gradually the evolution of the lamp advanced and with it artistic development, with the result that many of the early lighting fixtures are still looked upon as masterpieces. With the production of petroleum came a revolution in the manufacture of lamps, metal burners were devised, and the art of illumination was thought to be at its height. However, the advent of gas changed things around again. It gave manufacturers a wider field for the production of the artistic as well as useful fixture. Portables and domes, many of them in imitation of the elaborate metal and porcelain productions of the ancients, were put on the market and met with a popular demand. The leaded glass treatments enjoyed a brief period of popularity, but with the more scientific and artistic treatments of to-day the demand for leaded effects has steadily decreased. Electric portables and domes and the evenly diffused light of the indirect lighting systems has made big inroads on the production of oil and gas lamps.

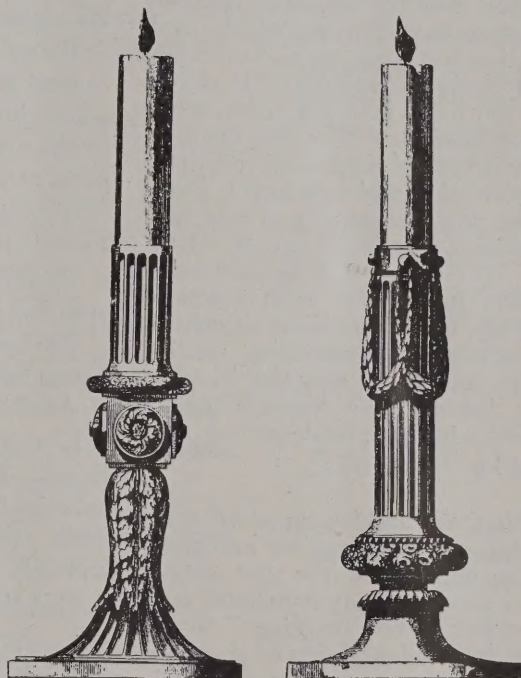
* * *

Although lamps and parts are one of the principal imports of Siam, the United States received a comparatively small share of the business, the total value of which was \$136,741. Of this amount \$27,144 worth was exported by the United States.

* * *

The Pittsburgh Lamp, Brass & Glass Co. are fol-

lowing up their advertising campaign with an attractive series of folders to the trade well devised and intensely interesting. "Where do you begin to sell a lamp?" may seem a trifling question, but is a mighty big one to the retailer. The fall line of "Pilabragso" lamps shows many improvements in both glassware and the treatment of the brass metal work, a novel feature of their line of drop lights, domes and show-



Although early methods of lighting were crude, according to our advanced ways of thinking, considerable inventing genius was expended in the designing and fabricating of the lighting fixtures in vogue, as can be seen from the two candlesticks above, which were used during the reign of the French King, Louis XVI.

ers being a clever leaf shade in distinctive tints of green and lily white; these can be had in seven styles. One of the most popular numbers in the fall line from a selling standpoint is No. 1088½, a fourteen inch desk portable which comes in six finishes and decorations, such as marine, water lily, iris and woodland with brass bases finished in verde, Japanese bronze, ivory, old English brass and silver and gold plate. They are also showing a large assortment of gas and electric shades, a pleasing number being a water lily design with dull green and white outside and cased interior. Taken collectively the fall offerings of this company are interesting.

* * *

In order to cater to the high class trade throughout the country many new and novel treatments in "modern stained glass" and hammered brassware have been added to the fall line of John Morgan & Son, 61 East Ninth Street, New York. The designs and patterns cover the entire field of simple or elaborate lighting effects, their line of inverted domes and showers being exceptionally artistic and strong, every detail being carefully brought out.

In desk lamps and portables, made up for either gas or electricity, they offer a line in modern stained glass and ornamental brass work which should please the most exacting buyer; the decorative possibilities of this glass especially in floral and conventional treatments is unlimited. They also manufacture to order stained glass windows.

(Continued on page 27.)

With the Editor

WHAT IT COSTS TO DO BUSINESS. Did you ever stop to think just what it cost you to carry on your business? Did you ever wonder whether you were paying too much for rent, clerk hire, light or other overhead charges, in proportion to the amount of sales you made during a year? Did you ever try to puzzle out why an apparently prosperous firm went bankrupt overnight, as it were, without the vestige of a reason for doing so, as far as you could see? Did you ever think it funny for one dealer to charge a high price for an article that you listed at a low price, when you knew he paid the exact same figure for it as you did? If you have been in business for any length of time at all, you have thought of these perplexing questions time and time again. Some you may have solved, and some may puzzle you to this very day. Anyhow, we're going to publish a series of articles in the coming issues of POTTERY AND GLASS that will answer these problems in detail, and make clear many other such questions that constantly arise in the minds of the modern merchant. Watch out for them; they will make most interesting reading and may prove highly valuable to you in the everyday conduct of your business. They will be illustrated by "cases in point" from the experience of "merchants who have made good."

* * *

A SYSTEM FOR MARKING GOODS. Along with these articles on store management and cost systems, we are going to print a key system for the proper marking of goods. Many merchants contend that it is poor policy to use any "secret markings" on the goods themselves, because it tends to instill a feeling of suspicion in the mind of the buyer. This may be so, in some cases, but, in general, it is a good plan to have some sort of a system so that the department buyer or stock clerks can tell at a glance just what a certain article of merchandise costs, without looking through a long list of bills or a complicated stock book. The article will be illustrated with some of the systems in vogue.

* * *

"BUSINESS LETTERS AND HOW TO WRITE THEM." Did you ever "nose" through an old family bookcase when you were a boy and find some ancient-looking, yellow-leaved volume devoted to the writing of letters suitable for births, marriages, deaths, social functions, business, etc.? We have, many a time, and we wonder if some of the modern letter-writers who occasionally send us a very stilted, lifeless communication haven't a copy of one of these old volumes on their desk for ready and frequent reference. It would almost seem so, for the letters they write have the flavor of a past century and are as entirely unsuited to the progressive commercial habits of to-day as are the stage-coach and sailing boat as methods of locomotion. This blatant disregard for the requirements of modern letter writing, which is so prevalent in the mail of the so-called self-made merchant, has prompted us to prepare a series of articles on "Business Letters and How to Write Them." Every one in business has occasion to write many a letter during the year, and these articles, therefore, will have a general interest for all.

Things to Remember

MAKE all the business friends that you can. No business man can be entirely independent or get very far without the good will of his neighbors.

There's a class of merchants who persist in doing business in the same way they did it when they first started in. If you are one of them, you might as well make up your mind to die poor.

Don't believe all that people tell you about how cheap they buy goods at your competitor's store. Before meeting his quoted cuts, be sure he has made them.

The proprietor can be certain that his own example of tidiness or untidiness will exert an influence over the appearance of his clerks. Like master, like man.

When you are criticising other merchants' advertising methods and business plans, just remember that your own are in the same way subject to criticism and perhaps deserve it even more.

If you lack confidence in yourself, be sure that people will soon find it out. It is natural to place confidence in the man who has confidence in himself.

The personal element cuts a bigger figure in business in a small town than it does in a city.

Fine phrases do not make fine advertising. The advertising that gets the results is of the plainest as far as language goes. It avoids all fuss and superfluity and gets right to the point.

Tell the public what good goods *you* sell. Never mind what poor goods the other fellow sells. The people who buy will find out all about that in time.

Big talk may fool your friends about the amount of business you are doing, but it won't fool your bank account. When that grows small it is time to stop talk and hustle.

It's easier to make a whistle out of a pig's tail than it is to make poor advertising get business. When it comes to advertising, nothing short of the very best is good enough for the very poorest store.

Don't count on getting any good advertising free. What you get for nothing may be worth a little more than you pay for it, but not much more.

No boat will turn turtle much quicker than the one carrying too much sail. Have enough advertising, all that will pay, but don't load up your expense account with so much advertising sail that it won't be able to carry it.

DIRECTORY OF PRINCIPAL ORGANIZATIONS ALLIED WITH THE POTTERY AND GLASS TRADE

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 Vice-President, Marshall W. Gleason, Brooklyn, N. Y.
 Vice-President, A. J. Smith, Pittsburgh, Pa.
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 First Vice-President, William Burgess, Trenton, N. J.
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AMERICAN CERAMIC SOCIETY

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 Second Vice-President, Samuel E. Burgess, East Liverpool, O.
 Third Vice-President, Samuel Burford, Tiffin, O.
 Secretary-Treasurer, John T. Wood, E. Liverpool, O.

AMERICA FLINT GLASS WORKERS' UNION.

President-Treasurer, Thos. W. Rowe.
 Vice-President, Wm. J. Croke, Toledo, O.
 Secretary, Wm. P. Clarke, Ohio Bldg., Toledo, O.
 Assistant Secretary, D. J. McGrail, Toledo.

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 First Vice-President, H. L. Dixon.
 Second Vice-President, W. J. Patterson.
 Secretary, J. G. Kaufman.
 Treasurer, Robert West.

Lamps, Lighting Fixtures, Shades and Art Metal

(Continued from page 25.)

Chipped glass shades are featured this season exclusively by The Phoenix Glass Co., the samples shown at the New York office being something entirely new from a decorative standpoint. One of the new patterns which is meeting with favor wherever shown is called "The Adam," and has a rich creamy brown color similar in appearance to old alabaster. Many of the motifs used by Adam Brothers have been reproduced upon the shades of this and "The Nile" decoration, and the combination harmonizes perfectly with the decorative schemes of the Adam period. The Nile is a soft velvety pale green tint outside with white cased interior. The remainder of the line of gas and electric portables carries out the Phoenix Quality idea and the decorations, embracing rustic, woodland and floral designs, while richly colored are conservative and meet the demand of the better class of trade. The glass shades of the portable line come in a great variety of shapes and sizes and have standards finished in Roman gold, Pompeian, old brass and verde. A line of dresser or desk portables carrying the same decorations as the larger lamps is also very good. In globes for direct and semi-direct lighting "The Adam" decoration is shown in many styles, the bowls and side lights being treated in a most artistic as well as practical manner.

Artificial Daylight Now Possible

Berlin lighting experts can imitate all variations of natural light from dawn to dusk, an attainment long sought after by experts.

ADVICES from abroad state that artificial daylight, so long sought after by lighting experts, has been attained by a firm of Berlin specialists in electrical fittings, and that they have just taken out a patent covering the substitution of marble for glass in many styles of decorative house lighting.

After innumerable experiments with tinted and patterned types of glass, with the aim of producing a light from electric filament lamps that would scarcely be distinguishable from daylight, one of the staff decided to test the qualities of the other material. His first essay was with marble. A sheet of white marble was planed down until so thin as to be semi-transparent and then different intensities of light were shown from behind. The result was exactly what so many hundreds of experiments had failed to produce.

Developing this discovery the firm has now fitted a series of lights to the cornices of a room with such success that it is difficult to assure oneself that it is artificially lighted. By taking different tints of marble, the patentees claim to be able to imitate all qualities of natural light, from the brazen splendor of August midday to the soft glow of a pleasant autumn evening's twilight.

OBITUARY

John M. Pope

JOHN M. POPE, secretary of the Mercer Pottery Company, Trenton, N. J., died very suddenly in his office Tuesday, September 24, from heart trouble. Mr. Pope was particularly prominent in the pottery trade and was up to the first of this year president of the United States Potters' Association. Although a long resident of this country, he was a native of Stoke-on-Trent, England, and came to America in 1878, entering the employment of the Mercer Pottery Company as a decorator, from which position he worked himself up to secretary of the firm. He was a brother of the late I. B. Pope, president of the Pope-Gosser China Company, of Coshoc-ton, who died about a year ago. Mr. Pope is sur- vived by his widow, one daughter and three sons, one of whom, Stanley L., is connected with the Mercer Pottery.

At a meeting of the Trenton Potters' Association, October 9, the manufacturing potters adopted the fol- lowing resolution on the death of Mr. Pope:

"We, the Trenton Potters' Association, assembled, do hereby desire to express our sorrow and sense of loss in the sudden calling away from our ranks of our late President, brother and friend, Mr. John M. Pope, and Be it Resolved,

"We have lost one who by his genial spirit, his winning personality, his cheerful co-operation, his con- stant willingness to perform all duties which devolved upon him, helped to make our labor a pleasure, and added to the value of the work done.

"His thoughtful and impartial weighing of all mat- ters presented for our consideration, his kindly spirit in his rulings as our presiding officer, endeared him to all, and his long years of experience in both the com- mercial as well as practical factory ends of the pot- tery business, especially fitted him for the position he held among us, and gave to his opinions a rare and unusual value.

"We feel that we have lost a staunch friend, a good comrade, an efficient co-worker, and a wise counsellor, and by his death we as an association sustain a great loss.

"We desire to express our heartfelt sympathy with the bereaved ones, who so suddenly have been de- prived of his loving care and companionship, and in the sorrow and sense of loneliness which must be theirs, we commend them to the infinite love and ten- der care of our Heavenly Father, before whose will we all bow in submission."

William Cooper

William Cooper, for nineteen years connected with the Enterprise Pottery, Trenton, N. J., died at his home in that city late in September. Mr. Cooper was a native of Staffordshire, England, and on coming to this country twenty-eight years ago entered the em- ploy of the Greenwood China Company. He was manager of the Enterprise Pottery at the time of his death.

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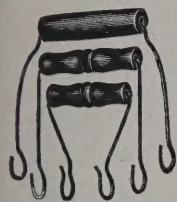
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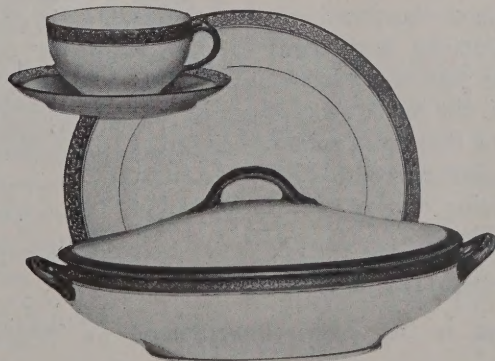
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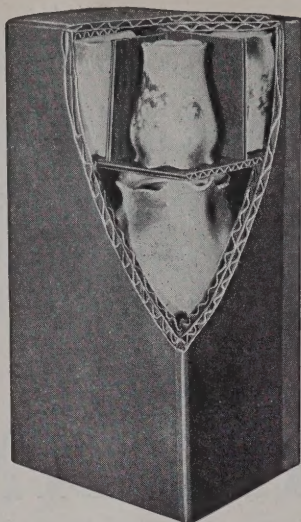
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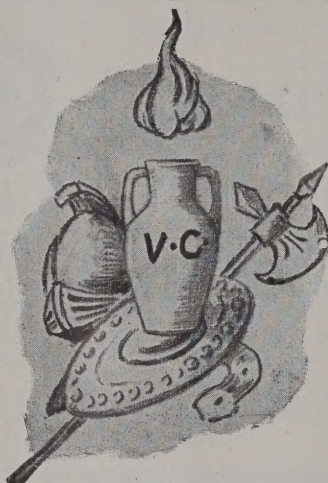
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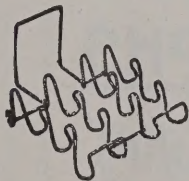
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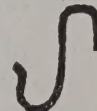
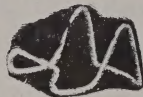
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